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THIS BIBLIOGRAPHY WAS DEVELOPED FOR THE USE OF INSTITUTIONS PREPARING TEACHER-COORDINATORS AND OTHERS WHO WILL TEACH DISTRIBUTIVE EDUCATION AT THE SECONDARY AND ADULT LEVELS. REFERENCES ARE LISTED ALPHABETICALLY BY AUTHOR OR TITLE UNDER THE FOLLOWING CATEGORIES--(1) DISTRIBUTIVE EDUCATION - PROFESSIONAL, (2) THE ADULT PROGRAM - PROFESSIONAL BOOKS, (3) U.S. OFFICE OF EDUCATION PUBLICATIONS, (4) VOCATIONAL EDUCATION - BASIC UNDERSTANDINGS, AND (5) DISTRIBUTION - TECHNICAL, WITH SUCH SUBHEADINGS AS ACCOUNTING, ECONOMIC, AND MANAGEMENT. ADDITIONAL SOURCES OF MATERIALS ARE LISTED. (SL)

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COUNCIL FOR DISTRIBUTIVE TEACHER EDUCATION

PROFESSIONAL BULLETIN SERIES

NUMBER 5

Distributive Education Library List

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CDTE Study Number 5

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FOREWORD

The council for Distributive Teacher Education was organized in 1961. Membership in the organization consists of teacher educators and other distributive education personnel with an interest in advancing distributive teacher education. The primary interests of the Council are research and publication.

This library list for distributive teacher education was developed with the hope that it will be valuable to institutions preparing teacher coordinators and others who will teach distributive subjects on the secondary and adult levels. In order to facilitate the collection and use of the distributive education materials listed in the bibliography, street addresses have been included where known. This information is enclosed in parentheses and follows the standardized listing. While most listings are arranged according to subject matter, some materials, such as the publications from the U. S. Office of Education, are listed according to the publisher for the sake of brevity and convenience.

This report was compiled by Kenneth A. Ertel, Teacher Educator for Distributive Education, University of Idaho, Moscow, Idaho, and Gary R. Smith, Coordinator of Distributive Education, Highland High School, Pocatello, Idaho. It was edited by the charter president of CDTE and published through the courtesy of the Idaho State Board for Vocational Education. Requests for copies should be addressed to the authors.

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Charter President, CDTE
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October, 1964

TABLE OF CONTENTS

Introduction 1

Distributive Education - Professional 3

- Present Concepts and Philosophy of Distributive Education 3
- General Sources - Distributive Education 9
- The Adult Program - Professional Books 11
- U. S. Office of Education Publications 12

Vocational Education - Basic Understandings 14

Distribution - Technical 18

- Accounting 18
- Advertising 20
- Business Mathematics 22
- Credit 23
- Economics 24
- Management 25
- Marketing 26
- Personnel Management 28
- Retailing and Merchandising 29
- Salesmanship 32

Appendix 34

- Sources for Materials in Distributive Education 35

INTRODUCTION

The purpose of this bibliography is to make available a list of library materials for the use of distributive teacher educators who prepare teachers of high school cooperative part-time classes, of pre-employment classes, of junior college or mid-management classes, and of adult preparatory and extension classes. The teacher educator must also provide teachers with the background to organize and administer adult distributive education programs.

The teacher of distributive education must translate the subject matter content of the field of distribution, including marketing and management, into a classroom presentation designed to enhance learning. The teacher must have substantive background in the discipline of distribution, the subject matter content inherent to employment in the distributive field. This background must necessarily involve a strong program in business administration and marketing. Therefore, a special section of recent literature in the areas of marketing, merchandising, retail store operation and supervisory management is included. The list is limited to these areas since this is the apex of a business administration program leading toward teacher education for distribution.

The qualified teacher of distribution must have the tools of teaching, including a philosophy of and an understanding of both secondary and adult education. This presumes a background of special and professional education courses designed to provide competencies

as a teacher of distribution. Therefore, a section of materials relevant to such courses as Methods and Materials in Distributive Education, etc., and the professional education materials related to this area are included.

An orientation to philosophy and practice is developed in the section on vocational education.

This suggested list of library materials may prove helpful to those distributive teacher educators who are concerned with providing a library of suitable materials for preparing distributive education teacher coordinators and other professional personnel. The list is in no way all-inclusive and undoubtedly will need continuing revision. Suggestions and comments will be most important in helping to maintain a comprehensive list of library materials.

Many excellent state publications were not listed as they are included in the Distributive Education Bibliography published by the University of Texas. There has been no attempt to include articles in current periodicals which are, for the most part, listed in the Business Education Index. Suggested high school texts and library lists are likewise omitted inasmuch as they are included in A Library for Distributive Education published by Ohio State University.

The assistance of staff members of the College of Business Administration and the College of Education, University of Idaho, for their efforts in evaluating the selected library materials is deeply appreciated.

DISTRIBUTIVE EDUCATION - PROFESSIONAL

PRESENT CONCEPTS AND PHILOSOPHY
of
DISTRIBUTIVE EDUCATION

Arnold, Richard A., et al. An Annotated Bibliography of Periodical Literature Relating to Distributive Education 1947-1961. East Lansing, Michigan: Office of Research and Publications, College of Education, Michigan State University, 1962.

Bridging the Gap from Theory to Practice. Blacksburg, Virginia: Distributive Education Department, Virginia Polytechnic Institute, n.d.

Brown, W. C. Diversified Occupations Graduates of 1952: A Follow-up Report. Columbia, Missouri: University of Missouri, 1959.

Burchill, G. W. Work Study Programs for Alienated Youth. Chicago: Science Research Associates, 1962.

Bureau of Business Education, 721 Capital Avenue, Sacramento, California

Publications include:
Business Management Series, Human Relations in Business. 1960.
Business Work Experience, Seasonal Sales Training. 1959.
California's Business Economy. 1960.
The Marketing Series, Fundamentals of Salesmanship. 1959.
The Marketing Series, Our System of Distribution. 1961.
The Marketing Series, Principles of Retailing. 1960.
The Marketing Series, Retail Buying. 1961.
The Marketing Series, Small Business Management. 2 vols. 1958.
Retail Personnel Development Series, Markup and Merchandise Planning. 2 vols. 1957.
Retail Personnel Development Series, Retail Buying Techniques and Sales Promotion. 2 vols. 1957.

Carter, Fairchild H. The Role of Distributive Teacher Educators in Adult Education. Council for Distributive Teacher Education, Professional Bulletin No. 3. Bloomington, Indiana: Division of Distributive Education, School of Education, Indiana University, 1963.

Central Region Research Reports. State Supervisor and Teacher Educators of Distributive Education, Central Region. Bloomington, Indiana: Department of Distributive Education, Indiana University.

Donaldson, LeRoy J. An Evaluation of Instruction in Co-operative Distributive Education Programs in Illinois. Central Region Research Report No. 5. East Lansing, Michigan: Department of Teacher Education, College of Education, Michigan State University, 1959.

Haines, Peter G., et al. Training Placements of Co-operative Part-Time Students in Relation to Opportunities in Distribution. Central Region Research Report No. 4. Grand Forks, North Dakota: Department of Distributive Education, University of North Dakota, n.d.

Haines, Peter G., and Samson, Harland E. Training Placements of Co-operative Part-Time Students in Relation to Opportunities in Distribution. Central Region Research Report No. 3. Cedar Falls, Iowa: Department of Business Education, Iowa State Teachers College, n.d.

Kozelka, Robert, et al. Training Placements of Co-operative Part-Time Students in Relation to Opportunities in Distribution. Central Region Research Report No. 2. East Lansing, Michigan: College of Education, Michigan State University, 1958.

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Meyer, Warren G., et al. The 1960 Progress Report on Distributive Education in the Central Region. Central Region Research Report No. 7. Minneapolis, Minnesota: College of Education, University of Minnesota, 1960.

Policies and Practices of Department Stores as Related to Executive Trainees. Central Region Research Report No. 10. Bloomington, Indiana: Department of Distributive Education, Indiana University, 1960.

Samson, Harland E., et al. Survey of Distributive Education State Supervisors. Central Region Research Report No. 6. Cedar Falls, Iowa: Department of Business Education, Iowa State Teachers College, 1960.

Teacher Training Courses in the Central Region. Central Region Research Report No. 11. Cedar Falls, Iowa: Department of Business Education, State College of Iowa, 1963.

Chamber of Commerce of the United States, 1615 H Street, N. W., Washington 6, D. C.

Economic Series of Booklets. Some of the titles in the economic series of booklets are:

Free Markets and Free Men, n.d.
How Competitive is the American Economy?, n.d.
Why the Businessman?, n.d.
(Many additional titles are available)

Classroom Layouts for a Distributive Education Classroom. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, n.d. (127 West 17th Avenue)

Coordinators Guide, Distributive Education. Olympia, Washington: State of Washington, State Board for Vocational Education, 1961 (revised).

Coordinators Handbook, Arizona Distributive Education. Phoenix, Arizona: Distributive Education Service, Arizona State Department of Vocational Education, 1963. (412 State Building)

Council for Distributive Teacher Education. Distributive Education, A Position Paper. Washington: U. S. Office of Education, 1963.

Criteria for the Evaluation of a Distributive Education Program. Series A. Bulletin No. 108. Springfield, Illinois: State Board for Vocational Education, 1949.

D. E. Workshop Reading Reports, June, 1960. Stillwater, Oklahoma: Supervisor, Distributive Education, 1960. (419 Gardiner Hall)

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Delta Pi Epsilon. Improving Research in Business Education. Cincinnati, Ohio: South-Western Publishing Company, 1962.

"Distributive Education: An Answer to the Training Needs of Business," Special Supplement, Washington Report. Washington: Chamber of Commerce of the United States, February 21, 1964.

Distributive Education Bibliography, 1961 Supplement. Austin, Texas: Distributive Education Department, Division of Extension, The University of Texas, 1961.

Distributive Education Cooperative Program. Curriculum Bulletin 95. Cincinnati, Ohio: Supervisor of Business Education, Cincinnati Public Schools, 1962.

Distributive Education Coordinator's Handbook. Richmond, Virginia: Distributive Education Service, State Board of Education, 1954.

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Douglas, Lloyd V., et al. Teaching Business Subjects. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1963.

_____. Business Education. Washington: Center for Applied Research in Education, 1963. (1808 Adams Mill Road, N.W.)

Education and Training for Distribution. Washington: Organization for European Economic Cooperation, n.d. (2000 P Street, N.W.)

Effective Distributive Education Practices. Philadelphia, Pennsylvania: The Educational Service Bureau, Department of Educational Administration, Teachers College, Temple University, 1960.

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Evaluation of Your Cooperative Part-Time Distributive Education Program. Austin, Texas: Distributive Education, Texas Education Agency, 1963.

Evaluative Criteria Distributive Education. Washington: National Study of Secondary School Evaluation, 1960.

Evaluative Criteria for Distributive Education. Washington: American Vocational Association, 1954.

Expendable Supplies for a D.E. Classroom. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1964. (127 West 17th Avenue)

Greer, Edith S., and Harbeck, Richard M. What High School Students Study. O.E. 33025. Washington: United States Department of Health, Education, and Welfare, Government Printing Office, 1962.

Haas, Kenneth B. Distributive Education. 2nd ed. New York: Gregg Publishing Division, McGraw-Hill Book Co., Inc., 1949.

_____. Tested Training Techniques. New York: Prentice-Hall, Inc., 1950.

Haines, Peter G., and Tedder, Herbert H. Distributive Education Training Guides. Cincinnati, Ohio: South-Western Publishing Co., 1963.

Handbook for Distributive Education. Austin, Texas: Texas Education Agency, 1963.

Harms, H. Methods in Vocational Business Education. 2nd ed. Cincinnati, Ohio: South-Western Publishing Co., 1963.

How to Teach. Business Education Publication No. 92, Instructional Methods Series. Sacramento, California: State Department of Education, 1960.

How to Teach Business Subjects. Business Education Publication No. 108, Instructional Methods Series. Sacramento, California: State Department of Education, 1963 (revised).

Hudson, Maud A. A Sponsor Development Program. Norfolk, Virginia: Distributive Education Department, City Public Schools, n.d. (735 Pembroke Avenue)

Introduction to Distributive Education. Sacramento, California: State Department of Education, Division of Instruction, 1961.

Job Description Manual. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1963. (127 West 17th Avenue)

Job Descriptions, Distributive Education. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1961. (127 West 17th Avenue)

Knouse, Reno S. Needed Improvements in Distributive Teacher Education. Council for Distributive Teacher Education, Professional Bulletin No. 1. East Lansing, Michigan: Michigan State University, 1962.

A Library for Distributive Education. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1964. (127 West 17th Avenue)

List of Studies Made at University of Minnesota in Business and Distributive Education. Minneapolis, Minnesota: Distributive Education, College of Education, University of Minnesota, n.d.

Mason, R. E. Methods in Distributive Education. Danville, Illinois: The Interstate Publishers and Printers, 1963.

Mayer, Forrest L. Business Education Curriculum for Distributive Education Teachers. Hayward, California: Alameda State College, 1960.

National Education Association, 1201 Sixteenth Street, N.W., Washington, D. C. 20036

Includes:
Adult Education Bibliography, n.d.
Focus on Public School Adult Education, n.d.
In-Service Training for Teachers of Adults, n.d.
Vocational, Technical, and Practical Arts Education, n.d.
(Additional titles are available)

Nichols, Daryl E. Selection, Placement and Evaluation in Distributive Education. Evanston, Illinois: Evanston Township High School, 1961 (revised).

"On-The-Job Training," Special Supplement, Washington Report. Washington: Chamber of Commerce of the United States, June 28, 1963.

An Outline for a Local Plan for Vocational Distributive Education. Indianapolis, Indiana: State Board for Vocational Education, n.d. (230 State House)

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Student Manual for Occupational Relations. Minneapolis, Minnesota: College of Education, University of Minnesota, Nicholson Hall Bookstore, 1959.

Studies in Distributive Education. Sacramento, California: Division of Instruction, California State Department of Education, 1961.

Study Guide for Teaching Vocational Distributive Education Subjects. (Appendix to Study Guide separate). Harrisburg, Pennsylvania: Vocational Education Division, Department of Public Instruction, Commonwealth of Pennsylvania, 1959.

Teachers Manual for Occupational Relations. Minneapolis, Minnesota: The College of Education, University of Minnesota, 1960. (Nicholson Hall Bookstore)

Teaching Aids for High School D.E. Classes. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1957. (127 West 17th Avenue)

Tonne, Herbert A. Principles of Business Education. 3rd ed. New York: McGraw-Hill Book Co., Inc., 1961.

Training for Specific Needs. New York: National Retail Merchants Association, 1958. (100 West 31st Street)

Warmke, Roman F. Distributive Education Issues. Monograph 102. Cincinnati, Ohio: South-Western Publishing Co., 1961.

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_____. Slums and Suburbs. New York: McGraw-Hill Book Co., Inc., 1961.

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Galbraith, J. K. The Affluent Society. Boston: Houghton-Mifflin Co., 1958.

Hoving, Walter. The Distribution Revolution. New York: Ives Washburn, Inc., 1960.

Johnson, H. Webster, and McFarland, Stuart W. How to Use the Business Library. Cincinnati, Ohio: South-Western Publishing Co., 1957.

Management Aids for Small Manufacturers. San Francisco: Small Business Administration, 1964. (525 Market Street)

Mazur, Paul E. The Standards We Raise. New York: Harper and Brothers, 1953.

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Nolan, C. A., and Hayden, Carlos K. Principles and Problems of Business Education. 2nd ed. Cincinnati, Ohio: South-Western Publishing Co., 1958.

Scott, George A. Your Future in Retailing. New York: Richards Rosen Press, 1961. (13 East 22nd Street)

Suggestions for a Basic Economic Library for Secondary Schools. New York: Joint Council on Economic Education, 1961. (2 West 46th Street)

Super, Donald E. The Psychology of Careers. New York: Harper and Brothers, 1957.

Tonne, Herbert A., et al. Methods of Teaching Business Subjects. New York: McGraw-Hill Book Co., Inc., 1957.

Using Current Curriculum Developments. Association for Supervision and Curriculum Development. Washington: National Education Association, 1963. (1201 16th Street, N.W.)

Views on Business Education. Chapel Hill, North Carolina: The School of Business Administration, The University of North Carolina, n.d.

Visual Aids for Business Education. Monograph 92. Cincinnati, Ohio: South-Western Publishing Co., October, 1961.

THE ADULT PROGRAM - PROFESSIONAL BOOKS

Adult Education Association of the U. S. A., 743 North Wabash Avenue, Chicago, Illinois

Leadership Pamphlet Series. Some titles are:

Planning Better Programs, n.d.
Taking Action in the Community, n.d.
How to Teach Adults, n.d.
Training Group Leaders, n.d.
Conducting Workshops and Institutes, n.d.
(Additional titles are available)

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Business Education for Adults in the Junior College. Monograph C-5. Cincinnati, Ohio: South-Western Publishing Co., 1957.

Handbook of Adult Education in the United States. Chicago: Adult Education Association of the U. S. A., 1960. (743 North Wabash Avenue)

Kelley, C. The Workshop Way of Learning. New York: Harper and Brothers, 1958.

Knowles, M. S. The Adult Education Movement in the United States. New York: Henry C. Holt and Co., 1962.

National Education Association, Adult Education Service, 1201 16th Street, N.W., Washington, D. C.

Some titles in the Adult Education series publications are:

Adult Education Bibliography, n.d.
Adult Leadership Bibliography, n.d.
Selected Bibliography on Conference Leadership, n.d.
(Additional titles are available)

An Overview of Adult Education Research. Chicago: Adult Education Association of the U. S. A., 1959. (743 North Wabash Avenue)

When You're Teaching Adults. Washington: National Association of Public School Educators, n.d. (1201 16th Street, N.W.)

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Adult Education Services of State Departments of Education. Misc. No. 31, 1959.

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Educational Values in Club Programs. Office of Education Bulletin 82005, 1962.

Financial Management of Federal-State Education Programs. Office of Education Bulletin 10019, 1962.

Food Service Industry--Training Programs and Facilities. Office of Education Bulletin 82007, 1961.

Guide for Part-Time Instructors. Office of Education Bulletin 82003, 1960 (reprint).

Guide for Part-Time Instructors. Vocational Division Bulletin No. 259, 1959.

Guide to Practical Research. Natalie Kneeland. Office of Education Bulletin 82011, 1963.

Guide to the Preparation of Training Materials. Office of Education, n.d.

Guidelines for Teacher Education Programs in Distributive Education. Office of Education Bulletin 82010, 1962.

Management Training for Small Business. Office of Education Bulletin 82008, 1961 (reprint).

Organization and Effective Use of Advisory Committees. Office of Education Bulletin 84009, 1961.

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Planning and Organizing an Export Trade Education Program. Office of Education Bulletin 82012, 1963.

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Post-High School Cooperative Programs. Office of Education Bulletin 82001, 1960.

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Selection and Training of Part-Time Instructors. Vocational Division Bulletin No. 258, 1955.

Selection and Training of Part-Time Instructors of Distributive Education for Adults. Office of Education Bulletin 82002, 1960 (reprint).

Standard Industrial Classification for Use in Distributive Education. Office of Education Bulletin 82013, 1963.

Striving for Excellence in Distributive Education. 1961.

A Study of Curriculum Development in the High School Cooperative Program. Office of Education Bulletin 82000, 1960.

Supervision to Improve Instruction in Distributive Education. Office of Education Bulletin 82006, 1961 (reprint).

Training Opportunities in Outside Selling. Office of Education Bulletin 270, 1958.

Training for Students in the Food Industry. Office of Education Bulletin 82004, 1961.

Training Programs in Outside Selling. Office of Education Bulletin 269, 1958.

Trends in Distributive Education. Report of 1957 National Conference, 1958.

Vocational Education in Distributive Occupations. Vocational Division Bulletin No. 255, 1954.

Vocational Education in the Next Decade. (Summary separate), 1961.

Work Experience Laboratories. Distributive Education for Youth Series. Office of Education Bulletin 260, 1956.

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California State Department of Education. Business Data Processing Technical Courses. Sacramento, California: The Department, 1962.

Careers for Women in Retailing. U. S. Department of Labor. Washington: Government Printing Office, n.d.

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Manpower Report of the President and a Report on Manpower Requirements and Resources, Utilization, and Training by the United States Department of Labor. Washington: Government Printing Office, 1963.

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APPENDIX

SOURCES FOR MATERIALS IN DISTRIBUTIVE EDUCATION

1. Periodicals:

   Adult Education
   American Business Education
   American Business Education Yearbook
   American Economic Review
   American Vocational Journal
   Audio Visual Review
   Balance Sheet
   Business Education Forum
   Business Education World
   Business Management
   Business Teacher
   Business Week
   Chain Store Age
   Delta Pi Epsilon Journal
   Department Store Economist
   Display World
   Distributor, The
   Forbes
   Fortune
   Journal of Business Education
   Journal of Marketing
   Journal of Retailing
   National Business Education Quarterly
   National Education Association Journal
   Nations Business
   Personnel Services
   Stores

2. Reference books on basic business and consumer education.

3. Colloquium papers (primarily McGraw-Hill and Prentice-Hall).

4. Secondary School textbooks on distributive education subjects.

5. Reference books and periodicals on retailing, salesmanship, and related subjects.

6. Bibliographies and source materials on distributive education (University of Texas and State Boards of Vocational Education).

7. Coordinators manuals.

8. State course of study outlines.

9. List of publications, National Retail Merchants Association.

10. Trade periodicals; i.e. grocers, service stations, furniture dealers.

11. Business Education Index. (Delta Pi Epsilon) This source lists a complete bibliography of all distributive education pamphlets,

periodical articles, books, master's theses, and doctoral dissertations.

12. Business Index.

13. United States Office of Education.